

Use these Fine Products

GLOS-TONE

Gives walls, woodwork and furniture a beautiful half-gloss sheen without glare. Dries overnight. All the delightful styled colors withstand repeated washing. Very durable, excellent for kitchens and bathrooms.

NEU-TONE

A lovely, washable velvety finish for all wall surfaces. Dries overnight. Available in soft, beautifully styled colors for added beauty in home decoration.

KOLOR-BRITE

This sensational fast-drying quality enamel gives a brilliant finish with a single coat. Sets in an hour. Dries hard without leaving brush marks. Easy to apply. Unharmful by most chemicals, acids, alcohol, grease. Wash with soap and water. Use on any interior and exterior surface—furniture, woodwork, ceilings, walls, automobiles, boats, odds and ends.

FLOOR & PORCH ENAMEL

Makes old floors look like new. Gives an exceptionally durable finish. May be scrubbed without dimming the lustre. Ideal for porches, floors, linoleum. Use on wood, canvas, metal, brick, or cement surfaces.

M-S VARNISHES

Martin-Senour produces a superior varnish for every purpose—for linoleum, floors, woodwork, furniture, marine uses. Protects and beautifies. Gloss and satin finishes. Waterproof. Exceptionally durable. Ask for the varnish best suited for your needs.

MONARCH HOUSE PAINT

Monarch House Paint sets the standard of quality for all house paints and has since 1878. This superior product used with *Monarch Primer* is the proved perfect combination for successful 2-coat painting.

Also a complete line of Farm and School House paints. ★Roof cements, stains and finishes for home maintenance and decoration. ★A complete line of professional Painter's Finishes. ★Factory duplicate Automotive Colors and finishes for all popular cars. ★Standard and special finishes and colors for all Industrial, Mill, Factory and Maintenance uses. ★Write for complete information.

THE MARTIN-SENOUR COMPANY

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Branches and Distributors in principal cities

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MARTIN SENOUR



*The
"House of Quality"*

What Coverage May You Expect from Monarch Primer and Monarch House Paint?

There is no accurate yard stick for paint coverage. There are many variable factors which affect the finished results. For instance, the type of surface — new or old — weather conditions at time of application, etc.

Coverage in itself is not the most important consideration. The value of a paint job is determined by the years of protection the paint film gives the surface, the maximum maintenance of appearance, and the assurance that when the time arrives for repainting, the surface will be ready to take a new coat without costly preparation.

We have built into Monarch Primer and Monarch House Paint the necessary hiding, covering, color retention, and durability characteristics that will give you the finest painted house on your street.

The economy of Monarch Paint has been proven over a period of years. The new plus factors that have been added to our present Monarch Primer and Monarch House Paint provide for more coverage per gallon than any ordinary two coat system on the American market. Monarch House Paint and Primer are the best value money can buy, the most economical to use, will look better, last longer, and cost less per year of service.

F. H. A. TWO-PRODUCT WORK—To build up the proper film thickness of the MARTIN-SENOUR "TWO-PRODUCT SYSTEM" to meet F. H. A. requirements as described in Technical Bulletin No. 6 for two-coat work, Monarch Primer should be spread at the rate of 450 square feet per gallon and the finishing coat of Monarch House Paint should be spread over Monarch Primer at the rate of 550 square feet per gallon. Remember the above figures are based on spreading capacities as recommended by F. H. A. authorities and both Monarch House Paint and Primer possess much greater spreading capacities.

MONARCH PRIMER AND HOUSE PAINT

The Ideal "Two - Product" System

When Martin-Senour's Monarch House Paint and Primer are applied according to the directions on the label, they produce a surface which is resistant to all weathers, and one that will not check and crack during temperature changes; thus protecting your home against the ravaging forces of rot and decay.

MONARCH PRIMER

Martin-Senour Monarch Primer is a paint product specially formulated to be used as a foundation coat for all exterior surfaces. Composed of lead and titanium pigments and the necessary oils and driers, Monarch Primer possesses great sealing qualities and builds up a film of the proper thickness and over which usually only one coat of Monarch House Paint is necessary to meet present day Federal Housing Administration requirements for two-product work. (See specific directions on this folder).

When ordinary house paints are reduced for first coat work, they penetrate deeply into the porous wood and leave an unbalanced foundation film. This unbalanced film permits absorption of the oil in the succeeding coats thereby detracting from their protective qualities.

FROM THE "HOUSE OF QUALITY"

Monarch Primer contains specially formulated oils that result in a "controlled penetration" first coat which furnish the proper foundation for the finishing coat, effectively counteracting the cause of color-fading, blistering and early chalking by building a "balanced film" on the surface.

We do not recommend thinning Monarch Primer as it would destroy the proper balance to which it is formulated and packaged.

Every home owner who is anxious to protect his investment should always specify Monarch

Paint and Primer when painting his home. Not only will you save money on labor costs, but because of the remarkable sealing qualities of Monarch Primer over which usually only one coat of Monarch House Paint is necessary, you will have affected a saving on material as well. Remember Monarch Primer and House Paint meets FHA Specifications for two-product work as described in Technical Bulletin No. 6 when spread at the rates specified elsewhere on this folder.

MONARCH HOUSE PAINT

For over half a century Monarch House Paint has been recognized as a leader in its field, because of its proven durability and very economical protective qualities. All ingredients that are used in the manufacture of Monarch House Paint are of the finest quality obtainable and carefully analyzed by skilled laboratory technicians of long experience, who are constantly checking to see that all raw materials used equal the rigid specifications established by The Martin-Senour Company.

Ordinary house paints and primers, when reduced with linseed oil leave objectionable brush marks that not only detract from the appearance of a painted home, but leave deep grooves along the tracks of the brush. These grooves result in a thin, spotty, uneven film and invite early failure.

THE STANDARD OF QUALITY SINCE 1878

When Monarch House Paint is applied over Monarch Primer, according to directions on the label, the resultant film will provide excellent protection against the elements because it leaves a surface that is uniform and smooth and has no uneven spots to which moisture, dirt and soot can cling.

QUALITY SINCE 1878

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MONARCH PRIMER AND HOUSE PAINT

The Ideal "Two-Product" System

Monarch House Paint has always been recognized as a leader among ready-mixed paints because of its great durability and very economical protective qualities. Always formulated of highest quality ingredients, Monarch House Paint has been improved with the availability of finer materials. It now contains the finest Lead, Zinc and Titanium pigments that it is possible to secure.

Titanium is a pigment having greater opacity than either lead or zinc, and when used in the proper proportion in the manufacture of house paint, produces a product that possesses unsurpassed hiding qualities and increased spreading power.

MONARCH PRIMER

A paint product composed of the proper amount of lead and titanium pigments combined with the necessary oils and driers to seal the surface and help build up a film of a uniform thickness over which only a single coat of Monarch Paint is necessary, in most cases. The high opacity of Monarch Primer's processed pigments provide unusual hiding qualities and its processed oils permit just the right degree of penetration for good anchorage and surface preservation.

Paint failures, such as blistering, peeling, color fading, premature chalking and discoloration are usually caused by improper priming and can be largely avoided by using Monarch Primer.

THE MARTIN-SENOUR "TWO-PRODUCT" SYSTEM

Your home will stay brighter longer if you use Monarch Primer and House Paint, the ideal "Two-Product System," because the resultant finish will self-clean thus giving your property a freshly painted appearance. These self-cleaning qualities of the "Two-Product System" will also leave the surface in the proper condition for repainting.



595—IVORY



501—CREAM



511—LIGHT BUFF



518—BUFF



576—COLONIAL YELLOW (NEW)



533—MILWAUKEE BRICK

NARCH HOUSE PA



S10—SILVER GRAY



S84—STEEL GRAY



S62—PURE GRAY



S22—LIGHT LEAD



S79—MEDIUM LEAD



S39—SKY BLUE



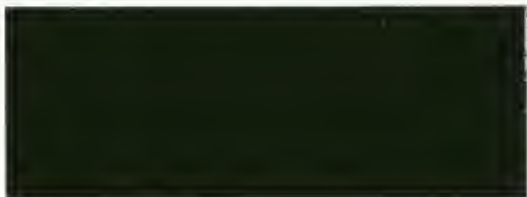
S81—SILK GREEN



S02—FRENCH VERDE—LIGHT ★



S66—GREEN TINT (Discontinued—Quantities Limited)



S92—MOSS GREEN (Discontinued—Quantities Limited)



S75—BLIND GREEN



S32—SPANISH BLUE ★

ALSO 100—OUTSIDE WHITE

— 524—FLAT WHITE

— 569—BLACK

PAINT

FAMOUS SINCE 1878



506—FRENCH VERDE—DARK ★



505—SHAMROCK ★



508—WOODLAWN GREEN ★



527—BRAZIL GREEN ★



578—CHERRY RED ★



568—INDIAN RED



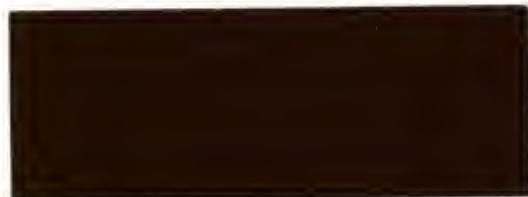
507—GOLDEN BROWN



519—SNUFF BROWN (Discontinued—Quantities Limited)



514—BUNGALOW BROWN



551—TOBACCO BROWN



516—SIENNA BROWN



536—ORANGE ★

Colors marked (★) higher in price.